

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. A. Denmark

DATE: November 17, 1995

FROM: D. L. Smith

SUBJECT: Virginia Slims V-Wear Promotion

Please manufacture the following quantities of cigarettes for the Virginia Slims V-Wear Promotion. This carton insert promotion will be conducted nationally in February 1996. All 12M cases for this program will be marked with the letter "I" for identification purposes.

<u>Virginia Slims</u>	<u>Code</u>	<u>Cartons</u>	<u>Cigarettes</u>
F/F Regular	0601	700,020	140,004,000
F/F Menthol	0631	650,040	130,008,000
Lts. Regular	0640	600,000	120,000,000
Lts. Menthol	0650	750,000	150,000,000
Lts. 120's Regular	1610	600,000	120,000,000
Lts. 120's Menthol	1620	400,020	80,004,000
U.L. Regular	1600	500,040	100,008,000
U.L. Menthol	1630	450,000	90,000,000
VSSS Regular	2100	150,000	30,000,000
VSSS Menthol	2110	<u>200,040</u>	<u>40,008,000</u>
	Totals	5,000,160	1,000,032,000

This promotion is scheduled to begin at retail on January 29, 1996.

DLS

cc:	C. R. Banton	S. O'Brien
	T. Foster	N. Pilotti
	P. Godwin	P. Piscitelli
	G. Jeanrenaud	T. Saloun
	C. Kidd	V. Smith
	L. Kosco	S. Spindel
	T. Lauinger	W. Tyler
	W. Marin	M. Walchak
		M. Zieser

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